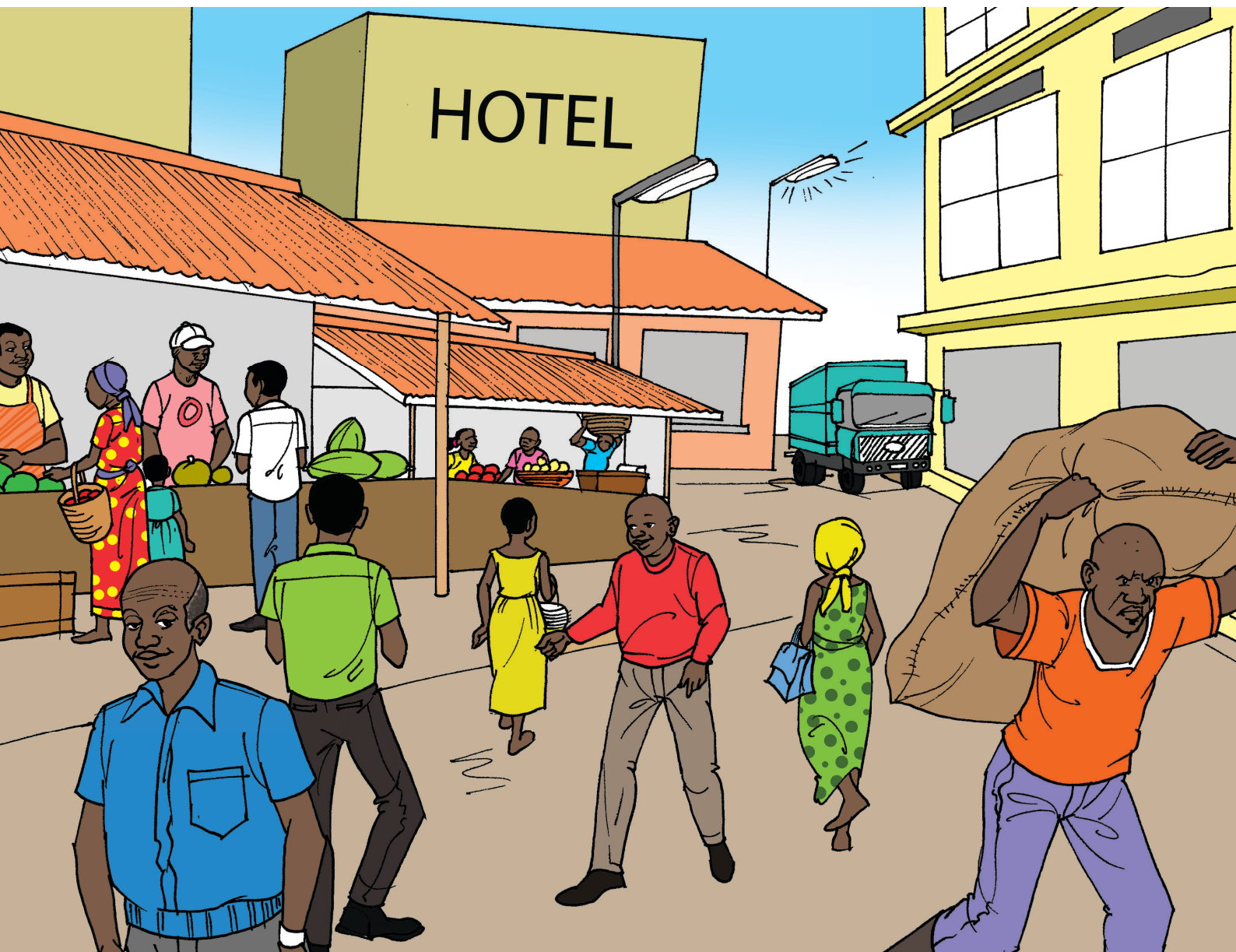


Functional Adult English Literacy Programme

Business Module





MDG  **F**
MDG ACHIEVEMENT FUND



United Nations
Educational, Scientific and
Cultural Organization

Juba
Office

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Introduction to the module

This module has been written for adult learners who want to improve their literacy skills as well as learn about the basics of starting a business. By the end of this module, the learner will have gained basic reading and writing skills, increased their business vocabulary and be able to write a simple business plan. They can use this plan to start a business of their choice.

This module is written in simple-to-use language to help the learner fully understand what is needed to set up a business. It includes a lot of group work for learners to work together, share their ideas and learn from each other. Case studies are used to explore ideas and encourage learners to solve the issues raised together. At the end of each topic there are practical exercises. They help learners put together the information they have learnt and apply the new knowledge.

Signs used in the module

	Key words for the lesson
	Key questions that will guide the discussion
	Exercises you need to write down in your notebooks
	Key points and notes to remember
	Group work (This means working out a problem in groups and presenting it or writing it in your books)

Introduction to business

Lesson 1: What do we know about business?

Before we start, how much do you know about starting a business? Your teacher will help you to answer these questions.

	Yes	No	Not sure
I have a small business			
I want to start a business			
I know how to run a business			
I can teach others how to run a business			
I want to learn more about making profit in a business			
I have never done any business in my life			



Our business stories

As adults, we have some experience with business. In your groups, share the experiences you may have in business by discussing these questions.

What do you like best about business?

What do you fear most about doing business?

What do you hope to learn about starting a business from this class?

What experience do you bring to class that you would like to share?

UNIT 1:

Starting your business



Our market is very busy.

Look at the picture above. How different is it from the market you know?

As a group, draw a map of your market. Discuss with your class about your market.

Here are some of the questions to help you in your discussion. Your teacher will help you.

What things do people sell at your market?

How busy is your market?

Is your market clean? Why?

Would you like your market to be better than it is?

What can you do to help?

Lesson 2: Learning business words

Before we start, how much do you know about starting a business? Your teacher will help you to answer these questions.



Key words

business goods services profit loss market experience



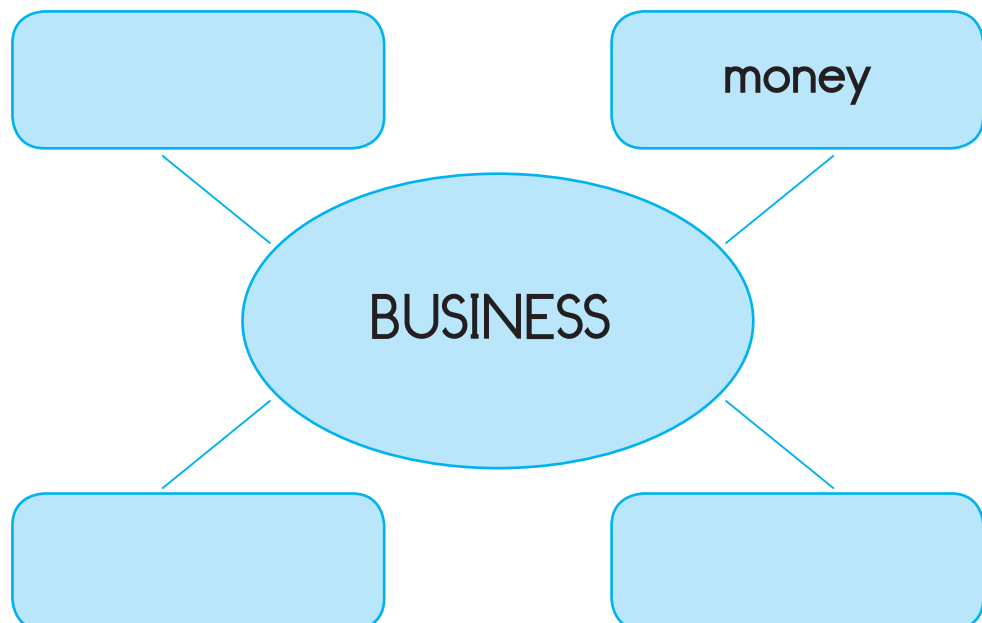
Key questions

What is a business?

What are the benefits of running a business?

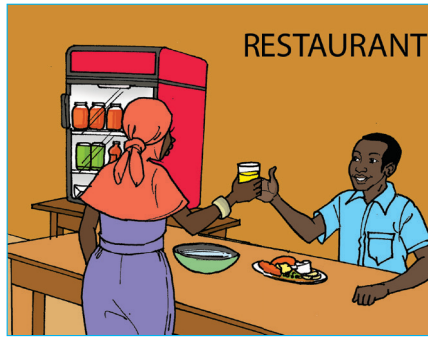
What are the challenges of running a business?

What words come to mind when we hear the word BUSINESS?

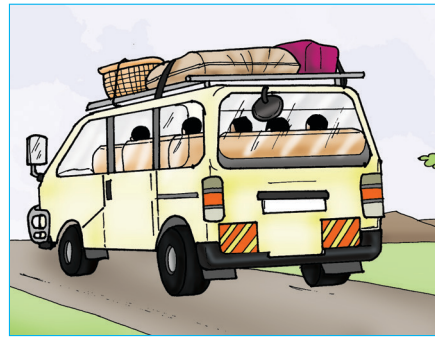


What is a business?

A business is any activity that involves buying and selling goods and services to make profit.



Goods and services



Services



Goods

A service is work you do for someone else. In business, it is when someone pays you to do some work for them.

For example, we pay people to polish our shoes, wash clothes or help with carrying water. When we pay them, we buy their services.

Can you think of other examples of services we sell?

Goods are things we sell.



Group work

Copy the table below and write down some of the goods and services that you buy at your market.

Services I buy	Goods I buy	Goods and services I buy
1. Cutting hair-(barber)	1. Food items: for example, milk, salt, dura	1. Water service
2. Washing clothes-(laundry)		2. Taxi
3. Water services		



Write in your notebook

Look at the list you have written. What goods and services are most common in your market?

Goods that are most common in our market:

1. Dura
2. _____

Services that are most common in our market:

1. Mobile charging
2. _____

Think about the things you need that are not available in your market. Why are they not available? Think about things people want to buy but are not available in your market and people have to go very far to get. Is there something you can do?

Discuss with your friends.

Profit or loss

A business has to be able to make profit.

Profit is the extra money you get after you deduct all the expenses and costs.

When the business brings less money after you deduct all the expenses and costs, the business has made a loss.

When the business brings in profit, we say the business is making money.

When the business has made a loss, we say the business is not making money.



Group work

Discuss in your groups what profit means to you. How much more should you make to call it a good profit?

When would you say your business is making a profit?

When would you say your business is making a loss?

Calculating my profit

1. I buy tomatoes for 10 pounds to sell at the market. I use 2 pounds to go to the market and 1 pound for tea. I sell the tomatoes for 15 pounds. Do I make a profit or a loss?

How much are my expenses in the example above?

My expenses:

Buying the tomatoes, transport to the market and tea.

Total cost of my expenses: $10 \text{ SSP} + 2 \text{ SSP} + 1 \text{ SSP} = 13 \text{ SSP}$

How much is my profit or loss?

Profit = Selling price - expenses

$15 \text{ SSP} - 13 \text{ SSP} = 2 \text{ SSP}$

My profit = 2 SSP

Calculating loss

Sometimes the business does not make money after we remove all the expenses. In this case, the business has made a loss. Look at the examples below.

1. The following day, I bought the tomatoes at 10 pounds again. I used 2 pounds to go to the market and sold my tomatoes for 10 pounds. Did I make a profit or a loss?
2. My friend also bought tomatoes with me for 10 pounds. She went to sell the tomatoes at a different market. She used 1 pound for transport. In the afternoon, she had not sold any tomatoes. Finally, she sold her tomatoes at 11 pounds. Did she make a profit or a loss? Why?

Doing business is about making decisions.

What do you think are some of the decisions you need to make to start a business?

Lesson 3: What business do I want to start?



Key words

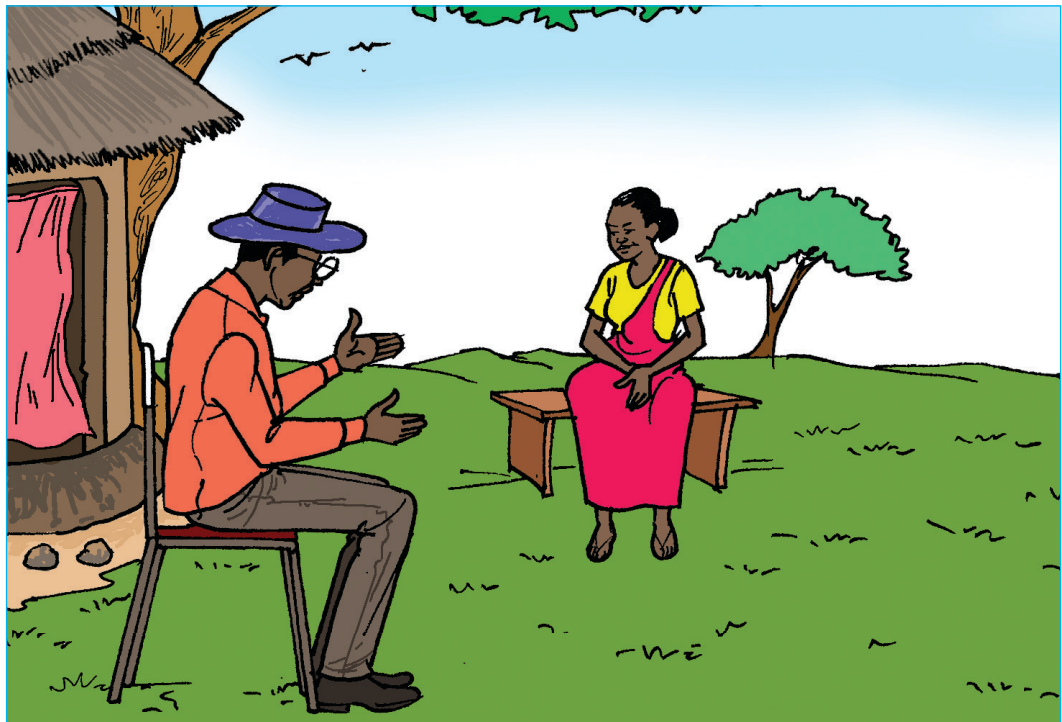
idea succeed fail start advice customer



Key questions

Why do I want to start a business?

What business do I want to start?



What is your business idea? Write it in your notebook.

Eromo is a hard working young woman. She is 25 years old. She wants to start a business in Juba, the capital city of South Sudan. There are many markets in Juba. The biggest market is called Konyo Konyo. There are other markets like Malakia, Kator, Jebel, Gudele, and Munuki. Eromo visits her uncle to ask for advice.

Read the dialogue of Eromo and her uncle:

Eromo: Uncle I would like to share with you an idea I have.

Uncle: What is that idea, my daughter?

Eromo: Uncle, I want to start a business.

Uncle: That is a good idea. Tell me, why do you want to do business?

Eromo: I have many problems and I need money to go to college. I want to help support my sisters and brothers. I like working with people and using my hands. I like business.

Uncle: Those are good reasons. But what business do you want to start?

Eromo: I am not sure uncle. I need your advice. I don't want to fail when I start. I want to succeed in business.

Uncle: What business are you thinking of starting? What is your idea?

Eromo: I have a few ideas. Maybe open a small shop to sell things, or a shop to style women's hair. I know how to do that very well and I like doing it. I style my friends' hair and they like it. I am still not sure.



Group work

Why does Eromo want to start a business?

Eromo says she wants to start a business because:

1. She needs money.
2. She likes business.
3. She has _____.
4. She likes to work _____.
5. She likes to work _____.



Write in your notebooks

There are many reasons why people want to start a business. What are your reasons?

Ask yourself: Why do I want to start a business?



Discuss this question in class

Why does Eromo's uncle want to know why she wants to start a business?



Key notes

When you know why you want to start a business, you will be able:

- To plan and set smart goals for your business
- To find out if your business idea can work in your location
- To find out what you will need for your business to succeed

Your reason will motivate you to work hard to reach your goals.

What makes some businesses succeed and others fail?



Group work

Eromo does not want her business to fail. She wants to succeed in business. Can you help Eromo find out why some businesses fail and others succeed? Copy the table and write in your answers.



What makes some businesses succeed and others fail?

Things that make businesses succeed	Things that make businesses fail
1.	1.
2.	2.

Think about the things you can do to try and make your business succeed and write them down in your notebook.

What is a business idea?

Eromo has a few business ideas. Do you have ideas for your business? If you do, please write them down in your notebook. If you don't, we shall work together to develop business ideas.

An idea is something we are thinking about. It is a suggestion in our mind. It can be a big idea or a small idea.

I think I will go home and not stay to watch football. I think I will build a house at home.

I think I _____.

A business idea is a short explanation of what we would like to do in business. It is something we are thinking about and we would like to do.

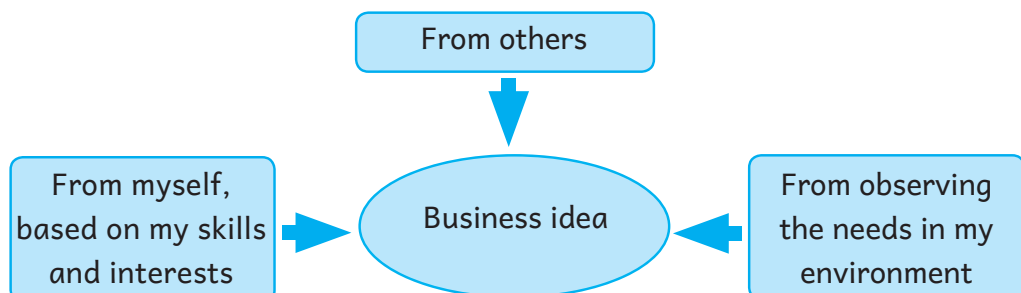
A good business starts with a good business idea.



Where do your business ideas come from?

A good business begins with a good business idea. Where do we get business ideas from? Write these down and discuss them in class.

Here are some examples of where we get our ideas from. Are there other ideas from the group that we can add?



Read Eromo's story again. Where does her idea of styling hair come from?



Discuss your business ideas in groups

What are some of the things you are thinking about? What business would you like to do?

Copy the table and write down the business ideas.

My business idea	Where I got my idea from
1. Styling hair	I like doing it. My friends like it when I style their hair.
2.	

Ideas from my group:

1. _____ 2. _____

3. _____ 4. _____

After you develop your idea, ask yourself these questions. If most of your answers are “no”, then you need to ask yourself if this is the right business for you.

If you feel it is the right business idea, then you will have a lot of planning and preparation to do.

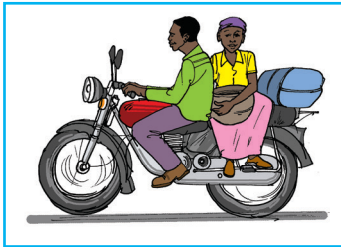
Key questions to ask yourself	Yes	No
Do I have the skills to do it?		
Do I have any experience in it?		
Do I have enough knowledge for the business I want to do?		
Is it something I would like to do?		
Is there an opportunity for me to do my business in my area?		
Is my business idea wanted in my location?		
Does anyone else have the same idea or conduct the same business idea as mine?		

Lesson 4: What business opportunities are in my location?



Key words

opportunity location needs



Transport



At the market



Communication

Sometimes, we are not sure of the business we want to start.

To develop a business plan or find out if a business idea will work, we need to find out the business opportunities in our location.

An opportunity is when you have the chance to do something that gives you an advantage.

A business opportunity is when you have the chance and advantage to run a business. It is a situation that has been identified and can be changed to help you make money.



Key questions

Read Eromo's story again. What needs does Eromo have?

What can she do to meet her needs?

Is there a business opportunity in this story? What is the business opportunity?



Let's write

Now think about your community. Take time to observe what is going on. What things do you see that people need that you can provide? Draw or write these needs in your notebook.

Is there anything you can do to address those needs?

Now look at the business ideas you have written. What needs will your business idea help to address?

Business idea	The needs the business will address
Use my boda boda for transport	Help people to get to the market quickly
Styling hair (salon)	Women need to style their hair and look beautiful



Key notes

A good business idea should help to meet the needs of customers. It should be something you would like to do and can do.

Now look at your business idea again and answer the questions below:

What is your business idea?

Is it something you can do?

Does your business idea help to meet the needs of the community?

What else is missing?

Is there something you can do about it?

What do I need for my business idea to work?



Key words

market survey resources



Group work

Eromo wants to start a business in her area. She has a few business ideas. She goes to see her uncle again.

Uncle: It is important to survey the market. It will help you test if your business ideas meet the needs of your customers. It will also help you plan.

Eromo: Thank you, uncle. I have some business ideas already. I am not sure what else to do.

Uncle: That is a good start. I have a few questions to ask you. For the business ideas you have, what resources will you need? Who will you sell your goods or services to? Are there other people doing the same business you want to start? How will you make sure your business succeeds as well?

Eromo: Those are good questions. I don't have all the answers.

Uncle: It is ok if you do not know all the answers. That is why you need to visit the market and find out all you can. Then come back and plan your next move.

Eromo: Thank you, uncle. I have a lot to do. I will leave now and go to the market.

Uncle: Very good. As they say, see, judge and act. My daughter, I wish you success in whatever business you choose.

Questions

Eromo's uncle has a few questions. What are the questions? Write them in your notebook.

1. _____
2. _____
3. _____
4. _____



Group work

In groups, look at your business ideas and work together to answer the questions below.

What is my business idea?	Who will buy from my business?	What resources and skills do I need?
Hair salon for women. Plait hair, cut women's hair and style it.	Women, girls	Combs, knowledge and skills for plaiting hair, space, or a room

Eromo's uncle asks her to survey the market. What does he mean? In your own words, what does a market mean to you?

Lesson 5: Understanding my market



Key words

market buy sell shops stalls



Key questions

What is a market?

What are some of the answers you came up with?

A market is a place where people gather to buy and sell things.

A market can also mean the demand for goods and services



Group work

1. Do you have a market in your community? How many markets do you have in your payam? What is the name of the market that is close to you? When is the market day in your community?

Write about your market in your notebooks.

Our market

1. Draw a picture of your market and list the businesses in your market in your notebook.

Our market



In your notebooks, write sentences about your market

1. What is the name of your market?
Our market is called_____.
2. When is the market day in your community?
The market day is held on _____.
3. How many markets do you have in your payam?
The _____payam has _____markets.
4. Who goes to the market a lot? _____
5. What do people do at the market? _____

Lesson 6: Market survey

Eromo needs to do a market survey. What does this mean? After you develop your business idea, you will need to go out and find if your business can work. You will need to find out where best to sell your goods and services. This is called doing a market assessment or survey.

Preparing a market survey

Questions to help you do a market survey

1. What information do I want to find out? Write down all the questions.
2. Where will I get this information?
3. Who will I ask?
4. What do I need and how much will it cost me?

What do you think would happen if you start a business without doing a market survey?



Group work

In your groups, write the questions you will ask based on your business idea. Use the table on the next page to help you.

Example of Eromo's market survey

Business idea: Hair and beauty salon

Find out about	What I want to know	Who will I ask?	How will I find out?
Customers	Age group, styles, where they go now	Women, girls, other people who are doing the same	Talk to people, observe the market, talk to friends
Is there a market? (Will people buy it?)	Do women like to braid their hair or cut it? Are there many people doing it?		
Tools I will need	Are they readily available? Will I need to transport tools? What is the cost?		
Competition	Who else has the same idea? What services do they offer?		
Cost	How much are people willing to pay?		

Think about all the things you need to find out and add to the table. The more information you have, the easier you will find it to make a decision.

Putting it all together

In the first unit, we have begun to look at what we need to start a business. In this lesson, we shall begin to write our business plan by putting together what we have learnt so far. Feel free to share with your group members or ask the teacher to help you.

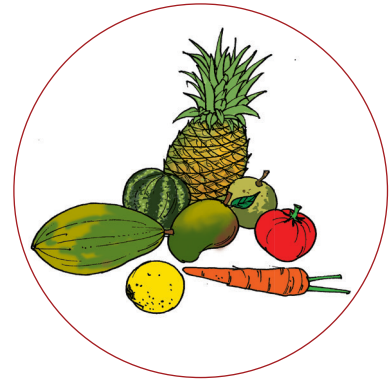
Answer the following questions.

1. Introduce yourself and state why you want to start a business.
2. What business opportunities are in your area?
3. What is your business idea? What need or needs will your business be addressing?
4. What are some of the things you will do to increase success for your business?
5. What are some of the things you will do to reduce failure for your business?
6. Write a summary of your market survey based on your business idea.

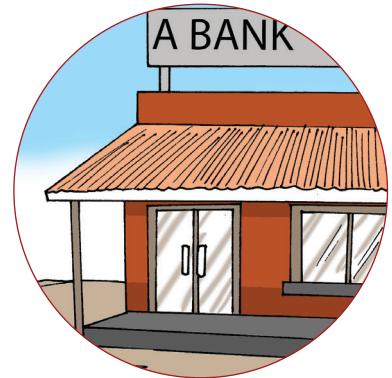
UNIT 2:

What resources do I need?

Lesson 7: Business resources



=



Discuss all the resources you think you will need to start a business.



Write in your notebooks

Look at the list of resources you wrote down for your business ideas. What do you have and what do you need to get? What requires money?

Resources I need	Resources I have	Resources that will need money



Key notes

To start a business, you need to know the resources you will need. Some of the things you will have and others you will need to get.

Resources: These are all the things you need to start your business. This will include human resources (your skills, extra people you will need to help you), materials, and money to run the business.

What is capital?

Capital is anything that can be used to start a business. This can be in the form of money or goods. It is all the sources needed to start and carry out your business plan. Capital is the backbone for success in any business.

After you start your business, you will need some money to keep the business running on a daily basis. This is called the business running cost.

What is your running cost?



What activities will you need to pay for to keep your business running? (water, electricity, phone bills, internet)

In your groups, discuss and add to the list.

How much capital do I need?

Eromo wants to start her hair salon business. She needs to find out how much money she needs to start and run her business. Eromo writes a list of what she will need. She writes down the cost of the things she needs and writes the total.

No.	Things I need for the business	Cost
1.	Space (rent a room) for 2 months	1,200 SSP
2.	Furniture	400 SSP
3.	Hair tools (combs, hair oils, etc.) for 2 months	700 SSP
4.	Money for fuel and transport	300 SSP
5.	Money to run the business	400 SSP
6.	Business licence	250 SSP
	TOTAL	3,250 SSP

Total = 1,200+400+700+300+400+250 = 3,250 SSP



How much capital do you need?

In groups of 3, work with your friends to help each other write down all the things you need to start and run your business idea. How much money will you need? Make sure to include everything.

What are the types of capital?

Capital can be in the form of things (goods) we own or money.



Write in your notebook

Copy the form to fill in the list of the things you need and the cost. If you do not know, work in your groups to discuss and take time to find out.

My business idea _____.

No.	Things I need for the business	Cost
1.		
2.		
3.		
4.		
5.		
6.		
	TOTAL	

Eromo has 1,000 SSP. How much more does Eromo need to start her business?

Total needed: 3,250 SSP

Cash in hand: 1,000 SSP

Cash needed: 3,250-1,000 = 2,250 SSP



Write in your notebook

Look at the business cost and capital you need. How much do you have?
How much do you need?
Where can you find the extra money?



Group work

In your groups, discuss ideas for raising the capital you need. What examples can you suggest? Write them in your notebook.

1. _____.
2. _____.
3. _____.
4. _____.
5. _____.

Lesson 8: Sources of capital



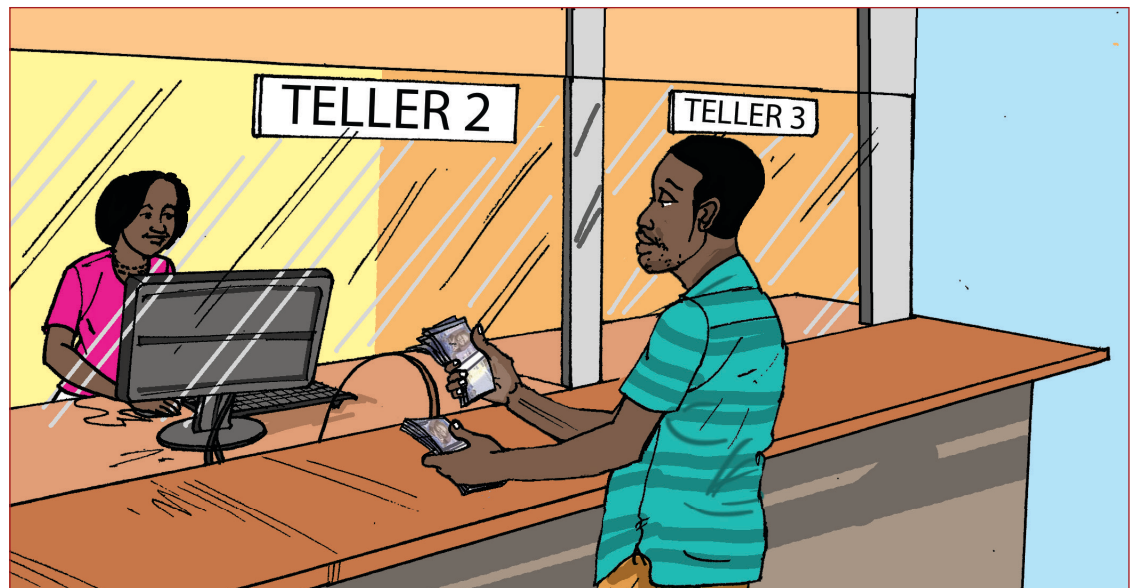
Key words

loan interest bank



Key question

Where can I get capital?



1. Loan from individuals

Family and friends can lend us money to start a business. This money has to be paid back as agreed.

2. Jobs/employment

People who are employed or working can use some of their salaries to start a small business.

3. Land

Land is a natural resource.

- Land can be used to provide the space needed to start a business such as farming, live stock, and poultry rearing.
- Land can also be used to build a small room for your business like a small shop.
- Land can be hired out or rented and the money used to start a business.

Land is capital.

In class, discuss how land is a form of capital.

4. Save as a group

Sometimes, people with the same interest will join together and put money aside to start the business they want. The group can all contribute and give money to one person at a time until everyone has received money. The group can also save money for a period of time then share out the money once they reach their goal.

5. From the bank

What is a bank?

A bank is a business that keeps money for people or companies.

It is a recognised, safe place where business people or individuals who have money can keep their money.

What do banks do?

- Work to keep money safe.
- Lend money to their customers as a loan. A bank will lend you money and give you time to pay it back within an agreed time. It is important to know that bank loans are paid with interest.

A loan means to give money to somebody on condition it will be paid back later. In most cases, a loan is paid with interest. Interest is a small charge or payment for the use of the loan money.

Is there a bank in your community?

What is the name of the bank?

To loan is to lend someone something for a short time before they return it.



Group work

Different places will have different sources of capital. What sources of capital are available in your community? Which of these can you use to start your business?

Sources of capital in my area	Sources of capital I can use	What will I do to get my capital?
1. Land 2. Banks 3. Form a group	1. Family land	Talk with my family to lend or give me some part of the land.
	2. Nile Commercial Bank	Visit the bank and talk to someone about my business idea.

Putting it all together

In this section, we learnt about calculating the capital we need to start our business. We also learnt about the different sources of capital. Look at your business plan again and calculate how much you will need to start and run your business. Do you have all the resources you need? If you do not, where can you get the capital you need? Write this in your business plan. You can discuss with your teacher or group members.

Write your business plan in your notebook.

My business idea is _____.

The resources I need to start my business are:

Resource I need	How much will it cost?	Where will I get it?
1.		
2.		
3.		

The total capital I need to start my business is _____.

I have _____ (total amount) and I need _____ more to start my business

To get more capital I will need to:

1. _____
2. _____
3. _____
4. _____
5. _____

UNIT 3:

Managing my business



Licence Management



Communication



Record keeping



Customer care

What else do we need to do to manage your business?

Lesson 9: What basic management skills do I need?



Key words

manage organise customer care risk



Key question

What is management?

What does it mean to manage my business?

What basic skills do I need to manage my business?



Group work

Now that you have your business idea and a plan of how to get your resources, work with your group to brainstorm the management skills you will need for your business.

Management skill	I am able to do this	I will need help to do this
1. Daily planning		
2. Record keeping		
3. Timekeeping		



Key notes

Management is the skill to get things done that were planned at the right time using the proper resources and in the right manner.

Managing your business means that you are using your resources well and getting things done at the right time to achieve the objective of the business and make a profit.



Group work

Eromo has a hair salon business. What advice would you give her as examples of good business management? What advice would you give her to avoid bad management?

Business management advice to Eromo's hair salon business

Good management practices	Poor management practices
1.	
2.	
3.	
4.	
5.	



Key notes

When planning to start a business, you need to assess the management skills you will need for your business to survive. A poorly managed business has a high risk of failing.

Some of the basic principles include:

1. Proper planning

A proper plan requires you to have an objective for your business. You will then work to meet your goals and objectives.

Good planning includes keeping time and keeping proper records so as to make timely decisions. Can you think of others?

2. Record keeping

Keeping good records is important as it will help you make decisions and plan.

Examples of records you will need to keep:

Cash books, receipts, invoices, lists of stock or commodities, inventory, list of employees, proper employment records such as contracts and hiring documents.

Record type	Purpose	I know how to use it	I need to know more
1. Receipts			
2. Invoice			
3. Inventory			
4. Cashbook			
5. Stock list			

3. Managing my profit

Profit is the money you get after you deduct all your running costs and expenses. For example, I bought tomatoes for 40 pounds and sold them for 65 pounds. I used 2 pounds for transport each way and 1 pound to clean the tomatoes. What is my profit?

Cost of tomatoes=	40 pounds
Cost of business expenses:	$2 + 2 + 1 = 5$ pounds
Total running cost:	$40 + 5 = 45$ pounds
Price selling tomatoes=	65 pounds
Profit:	$65 - 45 = 20$ pounds

Out of the profit I make, I will keep 10 pounds for school fees.

This is called saving. Saving some of your profit is good management.



Group work

In your groups, discuss why saving is important.

Eromo's salon business is doing well. This month she gained a profit of 3,500 SSP

Eromo wants your advice on how to spend the money. In your groups, discuss how to advise Eromo.

How will she spend this profit?

What amount will you advise her to keep for savings and why?

Lesson 10: Taking care of the customer

Good customer care

A business will succeed if it has customers. A good business manager knows how to treat a customer properly.

Good customer care practices	Poor customer care practices
1. Giving a word of thanks to customers	
2. Being reliable	
3. Promoting female employment in customer care service	
4. Smiling	
5. Friendliness	
6. Seeking feedback from the customers and responding to their needs	
7. Body language	
8. Being organised and neat	
9. Listening to customers' needs	
10. Being tolerant of customers	

Can you add to the list above? Fill in poor customer care practices.

Risk management

Risk management means knowing the risks to your business and managing those risks. Some practical examples include:

- Identify the types of risks
- Come up with a risk management approach; for example, having a concrete building to protect against fire outbreak or theft
- Relate the demand to the supply of a commodity
- Ensure you have a reserve budget
- Strong management system in place
- Insurance for business
- Join any local business associations
- Maintaining customer satisfaction while at the same time reducing the number of customers who ask and receive credit.
- Flexible pricing, and value addition while considering profitability (risk on competition)
- Separate friendship and business relationships
- Physical security
- Have your business legally registered



Group work

In your groups, work together to identify risks that can affect your business. What are some of the things you can do to reduce the risks?

Business idea _____.

Type of risk	What I can do to reduce the risks?

Staff management

Some businesses will require you to hire people to help you with some of the work. If you have staff to support you, will need to manage your employees in the proper manner so as to motivate them to work with you.

What are some examples of motivating your staff?

Putting it all together

To run a business to make a profit, good management skills are required. In your groups, brainstorm the management skills needed to run a business.

Write down the list of skills. Looking at the list, what skills do you have and in what area will you need help? Where will you get your help from? Will it require money? If so, where will you get the money from? Write this down in your business plan.

Ask yourself:

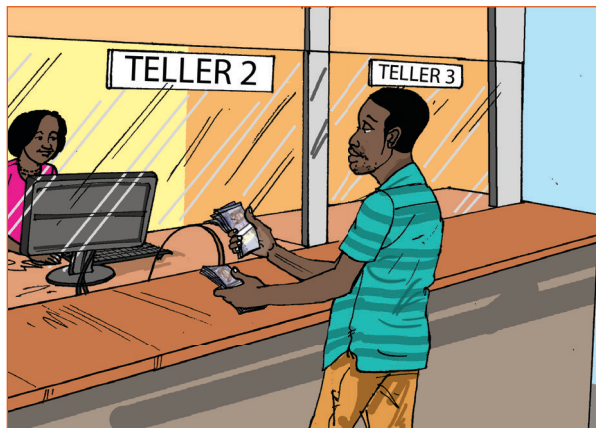
Do I have the basic management skills I need to start the business?

What else do I need to have?

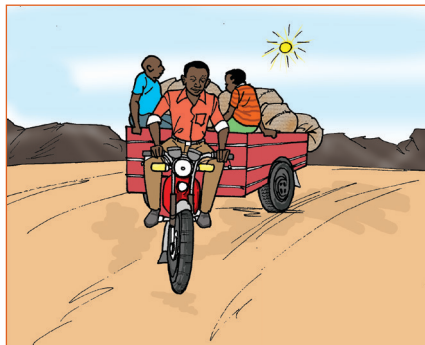
Management things to do	Yes/No	I will need help
I have a plan for my business		
I know which records I need to keep		
I know how to treat my customers		
I know all the needs of my customers		
I have a record of all the staff I will need		
I have a list of the risks that can affect my business		

UNIT 4:

Services that support business



Banking



Transport



Communication

What other services do you think support your business?

Lesson 11: Transport services



Key words

transport communication banking customer services goods media
market offered access kiosk storage environment



Key questions

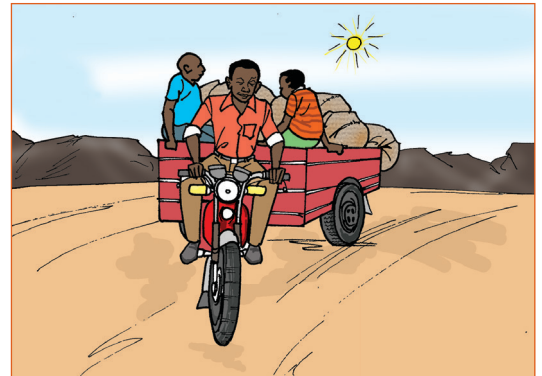
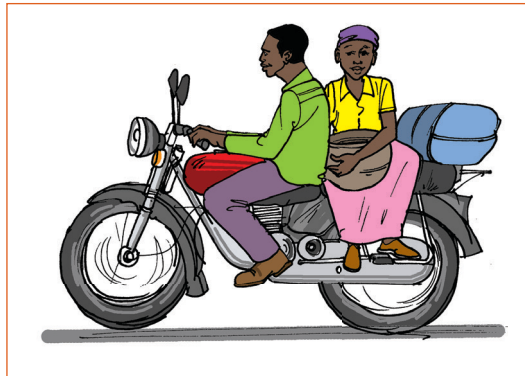
What services do I need for my business?

Where can I find these services?

Do I have the resources to use these services?

Read about Keji's business

Keji sells tomatoes every evening in Suk Libya Munuki. She gets her tomatoes from Konyo Konyo in the morning. Keji needs help to get tomatoes from Konyo Konyo to Munuki. This help is transport and talking to others; transport and communication are a service to support Keji's business.



Key notes

We transport our goods using different means of transport. Examples are bicycles, motorbikes, cars, boats and donkeys.

If you choose a cheap means of transporting your goods to market and you sell at a good price, you make more profit. If you use an expensive means of transporting your goods to market, you need to sell at a higher price to make a profit. A higher price may affect how many customers will buy from you. This will affect your business.

If your business is small, it is better to use public transport.

Transport helps you to:

- Bring goods to a market near your customers
- Bring a variety of goods from different places
- Make your business operate continuously



Write in your notebook

Think about the business you want to start. Will you require transport? If so, what means of transport are available in your area? What can you use?

Means of transport in my community	Means of transport I prefer to use	Reason for my choice
Buses	Boda boda	It is cheap.
Boda boda		
Bicycle		
Donkey		



Group work

The transport of goods and services is an expense for the business. Think about your business and the forms of transport you will need. What are some of the problems you may have from the transport you choose? How can you save on transportation costs?

Some problems with transport are:

1. Delays
2. _____

Some examples on ways to save on transport costs:

1. Buy a lot of things at once
2. Share transport costs with other business people
3. _____

Story of Meling and Mikaya

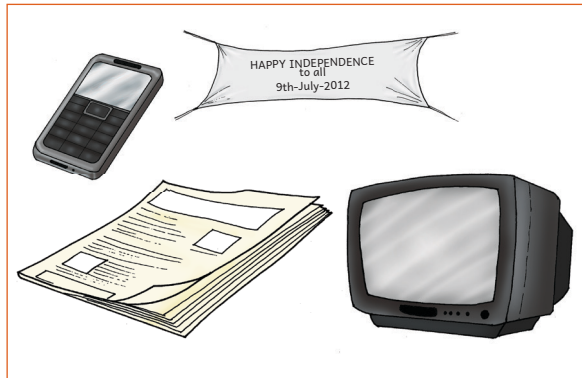
Meling has a kiosk for selling eggs in Juba Town. Every evening she travels to Yei Town by public transport to buy her eggs. She can sell them for a cheap price. Mikaya sells eggs in Liria Town. He gets his eggs from Uganda so he has to pay border charges. He has to sell his eggs for a higher price than Meling does in Juba. Meling advises him not to buy from Uganda, but from her supplier in Yei. By choosing a cheap means of transport, Meling had started her business well.

Why do you think Mikaya began by bringing eggs from Uganda? Some communities live around rivers and lakes, where the best means of transport could be boat. In Aweil and Malakal, most people use donkeys for marketing their goods.

Motorcycles are good for quick service but could be expensive for long distances. They can't carry large amounts of goods.

Lesson 12: Communication

Examples of communication tools: Cell phones, radios, drums, posters



Cell phone, Banner, Newspaper, TV



Radio



Cell phone



Loud speaker



Sign board

In your groups, discuss the types of communication tools that are used. What would you prefer to use to tell others about your business? Use the table below to guide you.

Type of communication tool	How it is used	I would use this for my business	Reason why

Read the conversation below between Ayuen and Achan and discuss the question that follows.

Ayuen and Achan are both running businesses. They sell different goods. They both want to know how to gain profit and avoid loss.

Ayuen: Achan, tell me, where do you get your items to sell?

Achan: I get them from Wau.

Ayuen: How much does the transport cost?

Achan: It costs me about 500 SSP. Are you also interested in buying goods from Wau?

Ayuen: Yes. It is very expensive to get them from Rumbek.

Achan: Ok, next time we can go together.

Ayuen: Thank you very much, I would like that.

Achan: Can I have your cell phone number so that I can call you?

Ayuen: That is a great idea. Here is my number.

Why do Ayuen and Achan need to talk to each other?

Communication is important for your business. What forms of communication will you need? Who do you need to communicate with and why? Copy and complete the table below.

Business idea _____.

Type of communication	Who I need to communicate with	Purpose of communication

Putting it all together

To run a business to make a profit, you must keep your regular expenses like transport and communication to a minimum. In your groups, list the transport and communication services that you will need. How much will they cost you? How often will you need to use them? Write these ideas in your business plan.

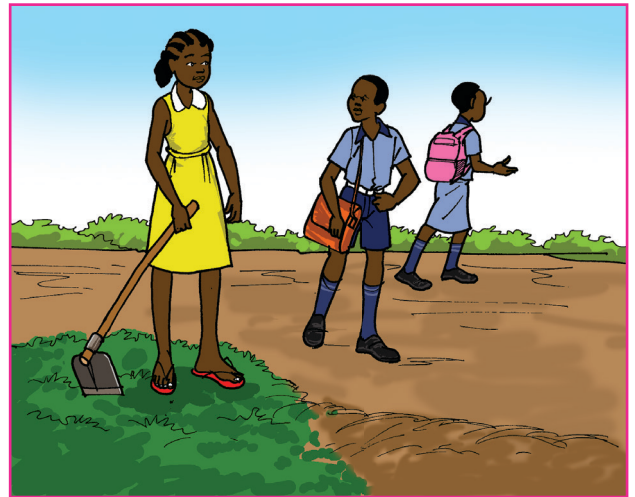
My business idea _____.

Services I need	Why I need them	How much will they cost?
Transport services 1. Bicycles 2. Car 3.		
Communication services 1. Bicycles 2. 3.		

UNIT 5:

Child Labour

Let's go to school



All children have a right to go to school.
Discuss the pictures above.

Lesson 13: What is child labour?



Key words

labour responsibility harmful practices



Key questions

What is the difference between child labour and child work?

What are the dangers of child labour?

What should our responsibility be on child labour issues?

Why are we studying child labour in this module?



Group work

In your groups, discuss the difference between child labour and child work.

Child labour	Child work

In your community, at what age do children start to work?

Why is child labour wrong?

Who does it harm?

Why should we learn about child labour?



Key notes

All children have the right to a healthy life and to education.
According to the International Labour Organization:

The term “child labour” is often defined as work that denies children of their childhood, their potential and their dignity, and is harmful to physical and mental development.

What are some of the things that children should be doing instead of working for money?

Group work



In your groups, write or draw all the work that children do. What work do children sometimes do that is harmful or dangerous? Give a reason for your answer.

Work children do in our community	Harmful or not?	Why
1. Stay at home to take care of babies during school time	Yes	Not learning. Denies them their rights

Child labour is work that:

- Is mentally, physically, socially or morally dangerous and harmful to children
- Interferes with their schooling by denying them the chance to attend school
- Causes them to leave school early or drop out
- Requires them to try to combine school attendance with long working hours and heavy work loads

Group work



Based on this definition, discuss examples of activities or work that is harmful to children.

Examples of work that is harmful	Do we observe it in our community?	What can we do?
Socially		
Physically		
Mentally		
Morally dangerous		

When we start a business, we should not use child labour.

Putting it all together

We have come to the end of our module about starting a business. Given all that we have learnt, let us look at all the materials we have been writing and put it all together into a simple business plan.



Discuss in your group the key questions you need to ask yourself before writing a business plan. Use the questions to write your business plan then share with your group.

Here are some examples:

Your name

What is your business idea?

Why do you want to be involved in that business? What is your purpose or your objective?

What resources will you need to start the business?

Do you have all the resources you need? If not, where will you get your resources?

